

Amendments to the Specification

Please replace the paragraph beginning at page 5, line 6, with the following rewritten paragraph:

Selecting or targeting documents to advertise on can also be a difficult and laborious process. For example, an advertiser may select Web pages that one of its advertisements is to be shown on (these documents are called "content documents") manually. Thus, for example, an advertiser might decide to advertise on the Web page yahoo.com ~~http://www.yahoo.com/~~ (Yahoo's home page). Given the number of content documents available, such manual selection often misses many opportunities, often including the most appropriate content documents for serving its ads with. As another example, an advertiser may choose a set of keywords which define a set of search engine "search results pages" on which one of its advertisements might be applicable (these documents are referred to as "search results documents"). Typically, the set of chosen keywords defines a set of words which have to occur in a query on a search engine for the ad to even be eligible for inclusion on the search results page.

Please replace the paragraph beginning at page 18, line 26, with the following rewritten paragraph:

Figure 7 illustrates a third embodiment 700 of the present invention. In this embodiment, Web content 780, such as discussion groups for example, can be scanned for identifying ads that can be targeted to other Websites. For example, one discussion group may contain text such as the

following: "I bought tennis balls at tennis.com  
~~http://www.tennis.com/~~, they were great! You should buy tennis  
balls at tennis.com ~~http://www.tennis.com/~~". Ad landing page  
selection operations 770 may use such an element to determine  
a landing page 740 page -- in this example "www.tennis.com".  
Ad targeting determination operations may use this element to  
determine a set of words related to the Web page (such as  
"tennis balls"), and save such words as serving constraints  
730. A content-relevant targeted ad serving system (See,  
e.g., U.S. Patent Application Serial No. 10,375,900  
(incorporated herein by reference), titled "SERVING  
ADVERTISEMENT BASED ON CONTENT," filed on February 26, 2003  
and listing Darrell Anderson, Paul Bucheit, Alex Carobus,  
Claire Cui, Jeffrey Dean, Georges R. Harik, Deepak Jindal, and  
Narayanan Shivakumar as inventors.) may use such words as  
serving constraints to determine appropriate documents for the  
ad. Finally, ad creative generation operations 750 may use  
this element to generate a creative 730 -- such as "You should  
buy tennis balls at tennis.com ~~http://www.tennis.com/~~."

Please insert, after page 22, line 31, the following new  
paragraphs:

Figure 10 is high-level block diagram of a machine 1000  
that may be used to perform one or more of the operations  
discussed above. The machine 1000 basically includes one or  
more processors 1010, one or more input/output interface units  
1030, one or more storage devices 1020, and one or more system  
buses and/or networks 1040 for facilitating the communication  
of information among the coupled elements. One or more input

devices 1032 and one or more output devices 1034 may be coupled with the one or more input/output interfaces 1030.

The one or more processors 1010 may execute machine-executable instructions (e.g., C or C++ running on the Solaris operating system available from Sun Microsystems Inc. of Palo Alto, California or the Linux operating system widely available from a number of vendors such as Red Hat, Inc. of Durham, North Carolina) to effect one or more aspects of the present invention. At least a portion of the machine executable instructions may be stored (temporarily or more permanently) on the one or more storage devices 1020 and/or may be received from an external source via one or more input interface units 1030.

In one embodiment, the machine 1000 may be one or more conventional personal computers. In this case, the processing units 1010 may be one or more microprocessors. The bus 1040 may include a system bus. The storage devices 1020 may include system memory, such as read only memory (ROM) and/or random access memory (RAM). The storage devices 1020 may also include a hard disk drive for reading from and writing to a hard disk, a magnetic disk drive for reading from or writing to a (e.g., removable) magnetic disk, and an optical disk drive for reading from or writing to a removable (magneto-) optical disk such as a compact disk or other (magneto-) optical media.

A user may enter commands and information into the personal computer through input devices 1032, such as a keyboard and pointing device (e.g., a mouse) for example. Other input devices such as a microphone, a joystick, a game pad, a satellite dish, a scanner, or the like, may also (or alternatively) be included. These and other input devices are

often connected to the processing unit(s) 1010 through an appropriate interface 1030 coupled to the system bus 1040. The output devices 1034 may include a monitor or other type of display device, which may also be connected to the system bus 1040 via an appropriate interface. In addition to (or instead of) the monitor, the personal computer may include other (peripheral) output devices (not shown), such as speakers and printers for example.

The ad server 210, user device (client) 250, search engine 220, content server 230, and/or e-mail server 240 may be implemented as one or more machines 1000.